

TRANSACTION INTERMEDIARY APPARATUS, METHOD AND
SYSTEM WITH NEGOTIATION CAPABILITY FOR TRANSACTION OF
GOODS OR SERVICES THROUGH COMMUNICATION NETWORK

Abstract of the Disclosure

5 A transaction intermediary apparatus, system and method
with a negotiation capability promote trade of goods or
services between buyers and sellers for achieving buyer
driven transactions including transactions resulted from
negotiation requests initiated by buyers. The apparatus
10 receives first and second offer data of goods or services
provided by sellers where the second offer data has
conditions more beneficial to buyers in price or quality than
that of the first offer data. The apparatus receives
15 purchase conditions requested by a buyer and offers, in
response, the first offer data to the buyer, receives a
negotiation request from the buyer, and offers the second
offer data in response to the negotiation request.

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